



GOVERNMENT OF GRENADA

Tel. 1-473-440-7011 Email: incubator@gov.gd Website:
www.carcip.gov.gd

SAMPLE APPLICATION FORM BUSINESS DEVELOPMENT GRANT -FOR AN EXISTING BUSINESS

1.0 COMPANY INFORMATION: Please tell us about your business:

NAME OF COMPANY	Sun and Surf Creations
TRADE NAME IF DIFFERENT THAN COMPANY NAME	Same
COMPANY CONTACT	Daniel Driftwood
MAILING ADDRESS	1234 Sandy Shore Drive
PHYSICAL ADDRESS (Where you conduct your business activity)	Same

TELEPHONE NUMBER	473-777-8888
FAX NUMBER	473-777-7878
EMAIL ADDRESS	ddriftwood@gmail.com
WEBSITE ADDRESS (If you do not have one, please write "none")	Sun&Surf.com
DATE OF COMPANY REGISTRATION (if you have not registered your company yet, please tell when you intend on doing so, and/or if you need assistance with this.)	6/1/12
YEAR WHICH YOUR BUSINESS BEGAN OPERATING, OR WHEN IT WILL BEGIN OPERATING	2010

3. a) Financial information: If you operate an existing business, please provide the following:

AVERAGE ANNUAL REVENUE FOR THE PAST 3 YEARS: \$35,000 to \$40,000 (EC)

AVERAGE ANNUAL TOTAL OPERATING EXPENSE(S) FOR THE PAST 3 YEARS: Around \$15,000 (EC)

b) If you are a business start-up, please provide revenue and expense projections from your Business Plan or Start-up Activity Plan:

ANNUAL REVENUE PROJECTION(S):

ANNUAL TOTAL OPERATING EXPENSE(S) PROJECTION(S):

4. Project Description (briefly describe the project or start-up for which you are requesting CARCIP program funding):

The project is multi-purpose but is meant to increase sales revenue and expand business beyond the shores of the island:

1. Upgrade and expansion of the current website
2. Creation of a Facebook presence to compliment the website
3. Obtain e-commerce training for the owners and vendors of the business
4. Modernize and upgrade the business computer system
5. Expand inventory and adding new vendors
6. Hire a full time employee to help with face-to-face business activity and online sales

(If you were to implement this project would it mean you would increase sales, increase employment or improve your business in any other way?)

(If you are a business start-up, please indicate how this project or launch would impact you or others ?)

Completing the items listed in Item 4 would increase sales revenue and expand our customer base beyond just the island. Many of our tourist customers remarked that they would buy even more products if they the ability to do so from their home. They would like to give some of our larger items

as gifts but do not have the ability to transport them home.

According to the projections in our project plan, we expect to increase our sales by 25% the first two and maintain a steady rate of 10% after that by continuing to add new artist-vendors.

Additionally, we plan to add new employees. One per year for the next 3 years.

THEY COULD BE REDUCED OR ELIMINATED (use simple bullet points for risks and ways to reduce your risk).

	<u>Risk</u>	<u>Risk Reduction</u>
1. Not being able to reach customers as planned	1. Upgrade of website combined with a Facebook page	
2. Current computer system failure	2. Replace existing system	
3. Inability to handle e-commerce sales	3. Obtain training on e-commerce sales and marketing	
4. Inability to process new business	4. Recruit and hire part-time people and later full time staff	

From: July, 2015 To: June 2016

OR BUSINESS START-UP?

YES

NO X

completing the plan table below).

COMPONENTS <i>(components are major pieces of the project or start-up. For instance, building a website of Facebook page. Activities are the steps that need to happen to complete the building of the Component. For example, contracting with a web designer or social media company.)</i>	DESCRIPTION <i>(please describe each Component or Activity - BRIEFLY!)</i>	RESULTS <i>(Briefly describe what the results will be when the Component or Activity is completed.)</i>	TIMELINE <i>(please fill in the dates when the activities will be started and completed)</i>
COMPONENT 1:	Upgrade the current website	An upgraded website	60 days
Activity A	Identify a website professional.	Have 3 candidates identified.	3 weeks
Activity B	Hire a candidate to begin work.	An improved website.	30 days
Activity C			
Activity D			
Activity E			

Activity F			
COMPONENT 2:	Create a Facebook page.	Facebook page linked with website.	60 days
Activity A	Identify a social media professional.	Have 3 candidates identified.	3 weeks
Activity B	Hire a candidate to begin work.	A completed Facebook page.	30 days
Activity C			
Activity D			
Activity E			
Activity F			
COMPONENT 3:	Obtain e-commerce training.	Trained staff able to conduct e-commerce.	90 days
Activity A	Investigate courses and training locations.	Options narrowed to 3 choices.	2 weeks
Activity B	Contact each option.	Obtain sample content to review.	1 week
Activity C	Choose the most effective option.	Decide who in your organization will attend.	1 week
Activity D	Pay and attend the class/training.	Trained individuals	60 days
Activity E			

Activity F			
COMPONENT 4:	Buy a computer system.	Complete computer system (computer, printer, business software, ICT connectivity) setup.	30 days
Activity A	Shop for a computer, printer, business software and internet connection.	Purchased system.	1 week
Activity B	Look for a class about using the new system.	System installed and being used by trained individuals.	3 weeks
Activity C			
Activity D			
Activity E			
Activity F			
COMPONENT 5:	Add new vendors and expand inventory.	New product lines selling in store and online.	8 months
Activity A	Start recruiting new vendors.	Sixteen (two per month) new vendors added.	8 months

Activity B			
Activity C			
Activity D			
Activity E			
Activity F			
COMPONENT 6:	Hire a full time employee.	New employee in place and completely trained.	6 months
Activity A	Begin search for new employee.	Potential candidates indentified and interviewed .	60 days
Activity B	Final candidate hired.	New employee begins work.	30 days
Activity C	Candidate fully trained.	Productive new employee working full time.	90 days
Activity D			
Activity E			
Activity F			

COMPONENT 3								
Activity A	<i>180</i>	<i>1</i>	<i>180</i>	<i>0</i>	<i>180</i>	<i>0</i>	<i>0</i>	<i>180</i>
Activity B	<i>180</i>	<i>1</i>	<i>180</i>	<i>0</i>	<i>180</i>	<i>0</i>	<i>0</i>	<i>180</i>
Activity C	<i>0</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
Activity D	<i>2,000</i>	<i>1</i>	<i>2,000</i>	<i>2,000</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>2,000</i>
COMPONENT 4								-
Activity A	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
Activity B	<i>2,500</i>	<i>1</i>	<i>2,500</i>	<i>2,500</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>2,500</i>
Activity C	<i>1,000</i>	<i>2</i>	<i>2,000</i>	<i>2,000</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>2,000</i>
COMPONENT 5								
Activity A	<i>2,000</i>	<i>1</i>	<i>2,000</i>	<i>0</i>	<i>2000</i>	<i>0</i>	<i>0</i>	<i>2000</i>
Activity B								
Activity C								
COMPONENT 6								
Activity A	<i>600</i>	<i>1</i>	<i>600</i>	<i>0</i>	<i>600</i>	<i>0</i>	<i>0</i>	<i>600</i>

Activity B	0	1	0	0	0	0	0	0
Activity C	6,000	1	6,000	0	6,000	0	0	6,000

In-kind dollars are calculated at a rate of \$15 (EC) for an individual's time spent on the Activity.

Use estimates on demand, revenue, profits and markets to support the explanation).

Through successful marketing and e-commerce practices the business should be able to continue on the volume of revenue generated by the activities

of the owner and employees. Preliminary projections contained in the Business Plan show the basis for this assumption.

Revenue projections show the business growing at a rate of 10% per year, largely due to the impact of under of e-commerce aspects.

Growth in expenses is expected to average about 5% per year.

NAME: Daniel Driftwood

POSITION WITHIN THE BUSINESS: Owner

NAME:

POSITION WITHIN THE BUSINESS:

NAME: _____

POSITION WITHIN THE BUSINESS: _____

(Please attach the Curriculum Vitae, Resume or summary of experience of the key personnel implementing the project)

I declare that, the statements in the Application Form are true and that, if successful, I will abide by the terms and conditions set by CARCIP.

Signature	
Date: 7/10/2015	Daniel Driftwood

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Date received: _____

Reference number: _____

Officer Signature: _____